

OBI®

Market

OBI is a modern store with over 35 years of tradition. OBI is the leader on the German market and its brand is a leader in Europe. As the DIY sector leader, OBI owns over 530 stores, 330 of which are located in Germany and over 200 in other European countries. It is labelled the best thanks to its clearly defined business strategy based on investment in the development and dynamic approach to business. Sales centres are divided into franchise and stores owned by OBI. As a part of the expansion OBI entered the Croatian market in 2007 and the OBI system centre in Vienna, Austria took over the business management in the third country. That filled the geographical gap between the two countries in which OBI was already present, between Slovenia and Bosnia and Herzegovina. There are currently three OBI stores in Croatia. The first centre was opened in 2007 in Slavonski Brod. Shortly afterwards, 2008 saw the opening of a centre in Sisak, followed by the opening of a centre in Varaždin in July 2009. People in those areas benefited the most since the new centres, among other things, introduced a large number of employment opportunities in Croatia.

Achievements

As a leader on the German market, OBI represents a driving force for the entire sector. Since 1993, the company has utilised its strong position on the domestic market for international expansion. OBI's market share continues to increase, and the leading position is constantly being improved. OBI's primary goal is to meet the needs of the buyers by offering high quality products and supreme service. The attention is focused on Europe. Apart from Germany, OBI is now present in 12 countries of Central and Eastern Europe. The corporate vision is unlimited market leadership when it comes to turnover and market share, product and service innovations, as well as implementation of market concepts and formats. OBI is already number one on numerous international markets. In many other countries, the company is heavily on its way to the top. OBI is building a long-term sustainable and efficient business model. The moving spirit of the company is current as well as future expansion. Since the first OBI store was opened in 1970 in Hamburg, the "orange box" sales area grew from 870 m² to over 10,000 m². The total sales area today exceeds 35 million m². OBI offers a wide and comprehensive assortment of products: An average of 40,000 to 60,000 products per store. OBI is an expert in gardening, construction material and elements, tools, sanitary accessories and interior decoration. OBI's customers are mainly private consumers such as families, classic "do it yourself" enthusiasts, professional and semi-professional craftsmen. Customers with a wide area of interests visit OBI



to find everything they need to make their home a more beautiful place. A business report by the majority shareholder (Tengelmann Unternehmensgruppe) shows that in the shorter fiscal year of 2008, OBI managed to increase turnover by 5.3 percent to 4.18 billion euros. The OBI group is based in the German city of Wermelskirchen, and employs over 38,000 employees.

As a leading company in the construction store sector, OBI also takes responsibility when it comes to environmental policies. It is OBI's belief that sustainable operations may only be achieved through direct action. In order to maximize the effect, the market and consumers must cooperate and help each other in their involvement. OBI conducts a large number of projects in cooperation with various corporate partners. For OBI, assuming responsibility for sustainable development means getting involved outside the regular business frame. Active cooperation with different organisations and

social involvement, such as a cooperation with UNICEF on various projects in Croatia, are part of the vision.

History

The story of OBI's building and DIY stores' success began over 35 years ago with an 870 m² store located within the Alsteral shopping centre in Hamburg-Poppenbüttel. Twelve employees manned the first OBI store, plus the staff of the headquarters in Wermelskirchen.

At the end of the sixties, Dr. Emil Lux and

OBI **Stedne zarulje u multi-pakiranju -50%**

Rasprodaja!

- vrhunske garniture s jastucima 2.40%
- bazeni 2.30%
- kesičice 2.30%
- rešetke i vrtni kamni 2.30%
- vrtni alati i strojevi 2.40%
- klima uređaji i ventilatori 2.30%

40% 449⁹⁹

30% 1.119⁹⁹

20% 383⁹⁹

30% 685⁹⁹

Čakovi posrednici, sva u ime OBI Systema Ltd.

Manfred Maus were developing the so-called "Do It Yourself" store business model in Wermelskirchen. The said pioneers of the German construction stores learned about this business model in the USA, where self-service stores were already successful. The American "DIY" stores were offering the whole assortment for construction and house handicraft in one place. The idea of centralising such an assortment thrilled these entrepreneurs. In Germany, it was normal to buy products in specialised stores. Tools and screws were sold in hardware stores, paint and wallpapers in the specialised paint stores, and wood items at the timber merchant. However, that was about to change: In the first OBI store, the customers would have access to all those items in one place.

The business idea to centralise 12 specialised stores was soon implemented and after a successful test phase put to life as a franchise system. The number of OBI stores was constantly growing. In 1975 there were already 16 building and DIY stores in Germany. The initial idea of 12 specialised stores under one roof was promotionally communicated as "At Iron-Karl or At OBI" ("Bei Eisen-Karl oder bei OBI").



Product

As a retail company, OBI offers its buyers the best from three worlds: Innovative ideas for modern home decoration, a wide assortment in "know-how" specialised stores, and affordable prices in the store. OBI simply offers more than its competitors in areas of advice, brands, ideas and innovations, offers and promotions. OBI's product range is designed to meet all customers' needs. Along with competent products and affordable prices, the most important instruments to win the customers' trust are the services. The following services are available in OBI stores: Service centre, transport vehicles rental, delivery services, financing, paying with all common credit cards, a five-year guarantee on all machines, precise woodcutting, machine rental, advice, OBI gift vouchers, TAX Free and sewing service.

Further benefits are acquired through an OBI bonus card that allows a 10 percent annual bonus on all products at any one time through vouchers issued at the end of the year, a three months money back guarantee, a 20 percent discount on top offers, trailer and transport vehicles rental at half price, a 15 percent birthday discount, an info corner on www.obicom.hr as well as a one-day replacement card. The OBI Bonus Card is free and non-binding.

Recent Developments

A comfortable home and greater satisfaction are possible with the stronger offer, services and quality in your home's vicinity. In its modern stores, OBI provides a top-of-the-line service and products of the highest quality at affordable prices. Innovative and modern concepts are helping OBI to constantly develop new offers to satisfy customers' needs: Quick orientation in the stores, a competent and available selection of products, best service that offers solutions and direct help and affordable and reliable prices make up the foothold on which the OBI stores base their success. The colour coding helps the buyers find their way through the stores. Sections with seasonal offers are an enrichment for both tested assortments and novelties.

Buyers' needs are OBI's first priority, OBI spares no cost to assure its employees are safe at work and are offered equal opportunities for personal and private advancement. Thanks to outstanding rates of further education and exemplary staff improvement measures, young people are able to advance beyond their boundaries. Innovative training and further education programmes are available to all employees. For example, OBI's management staff was educated from the company's own ranks during the international OET program (OBI Executive Training) in 2008/09.

Promotion

OBI heavily invests in various forms of communication with the market and consumers. Buyers can learn about current offers via frequent advertisements in various media. Marketing through promotional brochures is the strongest communication tool, aiming for an increase of visits to the stores. All elements of OBI's marketing, such

as advertisements, television and radio commercials, are well coordinated. The internet is also included in that communication network. Current promotional offers are presented on the web page www.obicom.hr. The web page also offers information about current trends, company information and a comprehensive advice database. OBI's business success is built on constant communication with customers, and one of the communication tools is the OBI Bonus Card. OBI's goal is for the OBI Bonus Card to assume a position among the leading cards for customers of building and DIY stores. Over 72,500 Croatian buyers own an OBI Bonus Card and are satisfied with its advantages. OBI aims at strengthening that market position by offering various benefits. Buyers' advantages such as a ten percent bonus and exclusive offers for Card owners.

Brand Values

The constant development of both products and services is an important factor in OBI's strategy. That is why OBI continues to invest in building and strengthening its market position. The first priority for OBI is customer satisfaction with products and services it offers. That is why the company seeks constant improvement in all business areas.

www.obicom.hr



THINGS YOU DIDN'T KNOW ABOUT...

OBI

- There are many interesting speculations regarding the source of the name OBI and the accompanying trademark, the beaver. However, OBI has absolutely nothing to do with an abbreviation but is actually the "phonetic spelling" of the French word for hobby. This brand, word and image included, was bought from three French entrepreneurs by Manfred Maus for 3,000 francs. He registered it around the world, except in France, as a recognisable brand for building and DIY.
- OBI owns five brands titled CLASSIC, MONTANA, PLANTANIA, VARILOUX and DEKOLINE which cover a wide assortment of products. They form a respected brand on the market, combining high quality and good price placement.
- Every owner of the OBI Bonus Card can directly access the info section and all of its benefits on the OBI web page. It allows for a quick purchase overview during 24 hours a day, as well as checking of bonuses for current and past years.

OBI **Tko ju ima, taj štedi!**

besplatno i bez obaveza
kartica je aktivna već pri prvoj kupnji

- do 10% godišnjeg bonusa za sve i uvijek
- ekskluzivne top ponude u letku najmanje 20% povoljnije
- 15% rođendanski bon

Sve informacije o OBI letku u veći OBI trgovini.

www.obicom.hr